APA Format                                                                                                        Cody Krepps

Concluding Paragraph Connection                                                                     Decade Paper

Sequential Development                                                                                     19 November 2009

Point of View

Thesis Statement

The Fastest Food in the 50’s

            What are some crucial elements that every person looks for when dealing with food?  Without a doubt, people search for great-tasting food and they want it in their stomachs fast.  As I grew up, I found the best places to fulfill these needs were by stopping in at the nearest McDonald’s or Burger King.  Fast food, as I know it, is the best way to extinguish any hunger and doing it in a pleasurable manor.  Without fast food in my life, sure I might be a couple pounds lighter and a tad bit healthier, but my taste buds would not have experienced the irreplaceable taste of greasy burgers and fries.  So one might ask, why do you risk your health for a inexpensive meal, why risk the weight gain.  But the one who doesn’t eat fast food is one that does not live life to the fullest.  Though I was not created yet, the fifties was the beginning for most fast food restaurants and I thank and love that time period for that reason.

            What fast food restaurants were there in the 1950’s?  That question can be answered by typing a few simple key words into the Google search engine.  Stumbling across a couple of web sights, people find that McDonald’s, Burger King, White Castle, and KFC were all around.  Matter of fact, they might have been created before this century.  For example, the delicious burger capitol of White Castle was founded in 1921.  With a head start against the competition, White Castle was ready for the world, but many fast food restaurants caught up.  “The McDonald brothers opened their redesigned restaurant in 1948, and several fast-food chains that exist today opened soon after.  Burger King and Taco Bell got their start in the 1950s…” (Wilson & V, 2009) .  With the competitors on their tail, White Castle needed to stride ahead and attract as many customers as possible.  One well-thought strategy they created was by “…freezing hamburgers for sale to customers who want to serve them at a later time.” (White Castle Management Co., 2008) .  As White Castle scrambled to keep customers, other fast food chains advanced in the fast food battle and made many strides to perfection that helped them create the food they sell today.

            McDonald’s, one of the leaders in today’s standards, was opened by brothers who created the “Speedee Service System” of food preparation.  “Brothers Dick (1909-1998) and Mac (c. 1902-1971) McDonald developed the idea for McDonald’s with an eye on the growing popularity of the automobile after World War II.” (Pendergast & Pendergast, 2002) .  Because McDonald’s focused on milkshakes, they attracted the seller of the Multimixer (a machine that could mix five shakes at a time), Ray Kroc.  Kroc opened his first outlet in Illinois after he found his fascination for the place.  “By 1958, the company sold its 100 millionth hamburger.  By 1961, Kroc bought out the McDonald brothers and opened a training facility called Hamburger University in Illinois.  The rest, as they say, is history.” (Ganzel, 2007) .

            People in the world loved the idea of buying their food and receiving it soon after, but the fast food restaurants had more in mind.  For their customer’s convenience, they created the drive-through windows.  “McDonald’s first two-lane drive-through was at the Rock N Roll McDonald’s in Chicago.” (White Castle Management Co., 2008) .  To make drive-through communication easier and more technological, the speaker systems were introduced in the 1950’s.

            In the 1950’s, people wanted quality food and they wanted it fast.  I thank the Lord most days for the developments of fast food restaurants that took place in the 50’s.  Many restaurants that I love were created, which, in turn, made competition.  This competition made advancements in quality and speed necessary for convenience and formed what we have today.  With all this in mind, each time I dig my teeth into a burger or slurp on a milkshake, I will appreciate the people from the 1950’s that helped make this delicious meal possible.